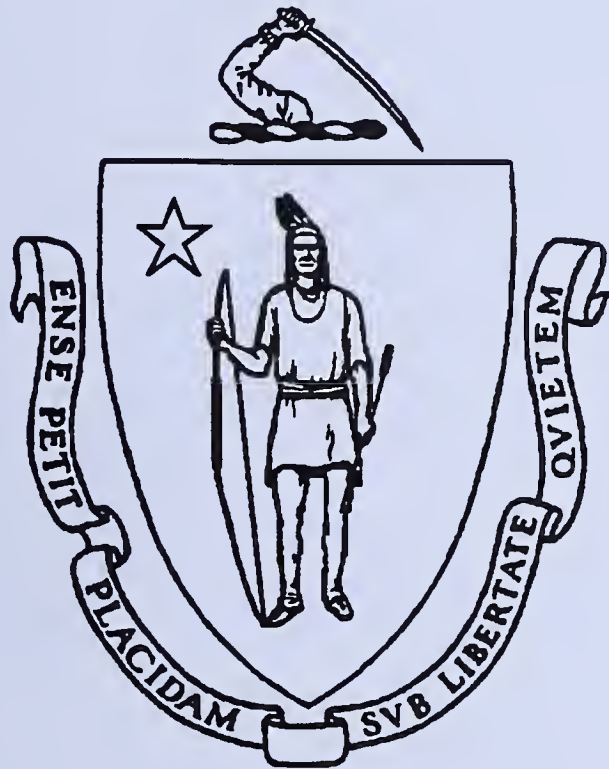


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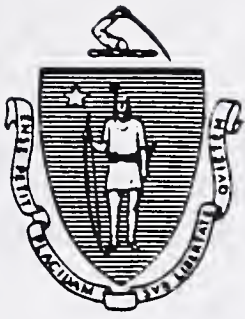
Attorney General's Report
on Charitable Fundraising

November 1995



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SCOTT HARSHBARGER
ATTORNEY GENERAL

(617) 727-2200

The Commonwealth of Massachusetts
Office of the Attorney General
One Ashburton Place,
Boston, MA 02108-1698

November 1995

**ATTORNEY GENERAL'S REPORT
ON CHARITABLE FUNDRAISING**

Often bombarded with requests for charitable contributions, donors want to know what happens to their charitable gifts. They want to make sure that their donations are actually used for the charitable purposes they intended. This report is designed to help Massachusetts citizens ask the right questions so they can make informed decisions about charitable giving.

Increasingly, charities are paying professional fundraisers--solicitors, who appeal for donations on behalf of the charity, and fundraising counsel, who help charities develop their fundraising programs--to assist them in raising money. In recent years, the number of professional fundraising organizations operating in Massachusetts has risen dramatically. In 1981, the Division of Public Charities at the Office of the Attorney General had 39 professional fundraisers registered to do business in Massachusetts. Currently, in 1995, 230 professional fundraisers are registered, including 88 solicitors.

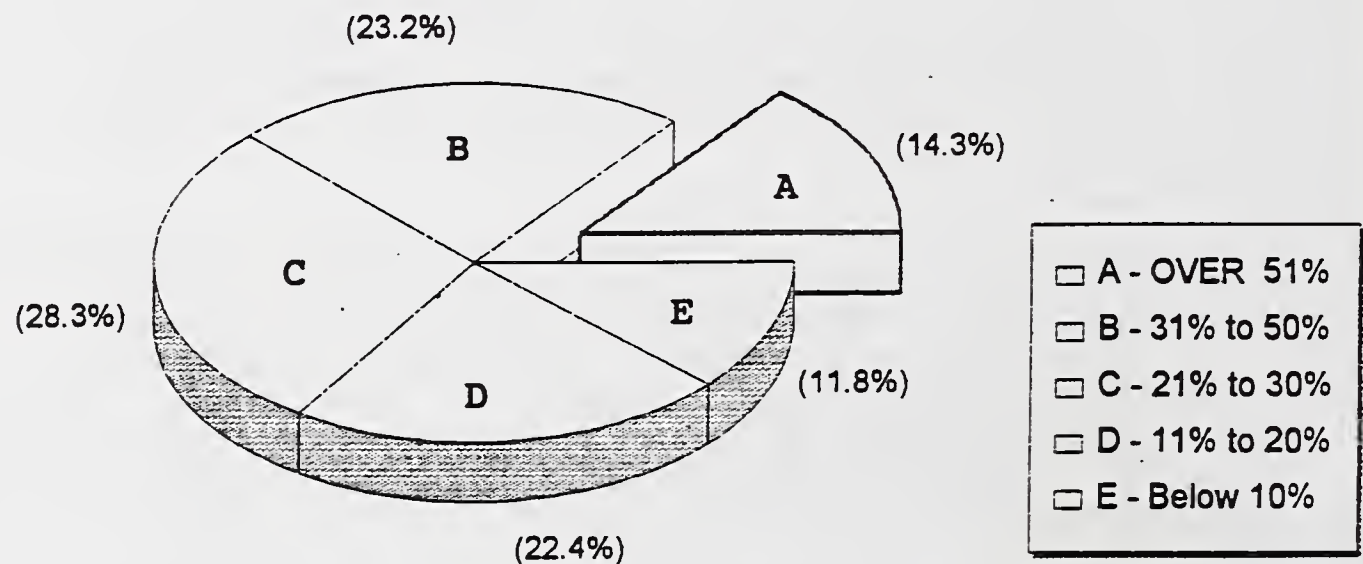
This report explains how charitable fundraising works, including the role that professional fundraisers play, and includes a survey of the financial results of 237 charitable fundraising campaigns reported by professional solicitors in 1994. The report consists of five parts: (a) Charities and Fundraising; (b) Fundraising Methods; (c) Informed Giving; (d) Sources of Information; and (e) Survey of 1994 Solicitation Campaigns.

As set forth in detail in Part E of this report, the survey of fundraising campaigns conducted in Massachusetts in 1994 yielded the following information:

- a) The percentage the organizations received averaged 28.4% on a per campaign basis, after the expense of fundraising was deducted. Of the total dollars raised in all campaigns, 34.8% went to charity;
- b) Of the 237 campaigns reported, 14.3% of the charities received over 50% of the gross revenue;
- c) 23.2% of the charities received between 31 and 50% of the gross revenue;
- d) 28.3% of the charities received between 21 and 30% of the gross revenue;
- e) 22.4% of the charities received between 11 and 20% of the gross revenue;
- f) 11.8% of the charities received 10% or less of the gross revenue.

[See graph below]

Fundraiser Report: Percentage to Charity in 1994



A. Charities and Fundraising

We all have a stake in ensuring the successful future of charitable organizations. Charitable non-profit organizations provide many diverse services to the public, ranging from housing the homeless to conducting medical research. Often, these services would not otherwise be available. Charities also affect the lives of all of us, either directly or indirectly. For example, we all indirectly benefit from the many research foundations whose collective goal is to advance medical technology or improve the quality of life. In addition, virtually everyone, at some time in their lives, has directly benefitted from the services provided by hospitals, another type of charitable institution.

Charitable giving, especially by individuals, is often the only support charitable organizations receive. According to the American Association of Fundraising Counsel Trust for Philanthropy, Americans gave \$129.88 billion dollars to charitable organizations in 1994. Of that amount, \$105.09 billion, or 80.9%, came from individuals; in addition, \$9.91 billion or 7.6% came from foundations, \$6.11 billion or 4.7% from corporations, and \$8.77 billion or 6.8% from bequests.

In tough economic times, when government cannot meet the needs of all who require its assistance, charitable organizations depend heavily on individual donors. Many people understand these needs of charities. They believe, correctly, that making a donation is one way to provide assistance to those less fortunate or to promote the advancement of an important cause. In addition, charitable giving allows us to establish a sense of community--the feeling that we, as individuals, have contributed to the betterment of society as a whole.

Charities use fundraising not only as a means of raising funds, but also to gain name recognition, to educate the public about their causes and the services they provide, and to increase their membership and volunteer base. While some charities use volunteers or paid staff members to conduct their solicitations, other charities find the use of professional solicitors--independent entities which conduct the actual fundraising campaign for a fee or percentage of the money raised--a more effective way to raise funds while getting their messages out to the public. In addition, charities, especially smaller charities, may not have their own staff or volunteer resources for raising funds. Employing the use of a professional solicitor, and paying the solicitor out of the funds that are donated in response to the solicitor's work, is viewed by some charities as the only realistic way of disseminating information about their causes and raising funds necessary to carry out their purposes.

Professional solicitors are for-profit organizations which specialize in raising funds. They make money by either charging a fee for service or by keeping a percentage of the donations. The use of a professional solicitor does not necessarily indicate that too much money is being spent on fundraising, as many larger charities hire permanent employees to conduct their fundraising. Thus, charities who do not hire professional solicitors may have costs similar to those that do. More information concerning the cost of using a professional solicitor is contained in Section E.

People often ask the Division of Public Charities why there is no law which limits the amount kept by the fundraiser. Although there used to be such a law, the Commonwealth can no longer set limits on the amount of contributions retained by fundraisers because, in 1988, the United States Supreme Court ruled, in Riley v. National Federation of Blind, that states cannot prescribe the percentage of funds a charity spends on its fundraising. The Supreme Court reasoned that fundraising often involves education, awareness programs, and similar activities, making it difficult to separate the educational costs from the fundraising costs. Thus, the Supreme Court held that imposing a limit on the costs of fundraising would infringe upon the ability of charities to engage in free speech.

Massachusetts does have a law, however, which requires that professional solicitors disclose their professional fundraising status and which prohibits deception in charitable fundraising. This law is known as the Charitable Solicitation Act (chapter 68 of the General Laws), and it regulates other aspects of charitable fundraising as well. As a practical matter, however, the burden is still often placed on donors to inquire of professional fundraisers what percentage of their donations will go to the charity.

The Division of Public Charities regularly receives complaints from members of the public who have been contacted by professional solicitors. If the Division of Public Charities determines that the Charitable Solicitation Act has been violated, it brings suit against the professional solicitor and the organization who retained it.

B. Fundraising Methods

There are a number of different fundraising methods used by both professional solicitors and charitable organizations. The most common methods are telemarketing, direct mail, entertainment events, door-to-door solicitation, raffles, Las Vegas nights, sweepstakes, and collection canisters (or "honor boxes"). The following paragraphs briefly describe how each fundraising method works.

Telemarketing involves telephoning members of the public to request a charitable contribution. Sometimes telemarketers offer a product in exchange for a donation as an incentive to give. This often reduces the amount of the donation which the charity will receive. Telemarketers may be volunteers, or they may be employees of the charity or professional solicitor. Individuals who agree to make donations are generally asked to mail in a donation, although some charities and fundraisers send couriers to pick up the donations. As with any type of fundraising, donors should ask questions about the organization and the fundraising campaign. A list of questions to help in making an informed decision is provided in the next section.

Direct mailing is another popular method of raising funds. Again, mailings may be prepared by the charity itself or by a professional consultant hired by the charity. Donors are generally asked to mail their donations to the charity. In this situation, the donor has fewer opportunities to ask questions, but may have more information in the written materials. Donors who would like to find out more about the charity before they make a contribution should not hesitate to contact the charity and ask questions.

Many charities sponsor entertainment events, such as circuses or ice shows, as a method of raising funds. Often charities sell tickets to the shows, but they may also use the events to ask for regular donations, separate from the ticket sales. Obviously, in either case, a portion of the ticket price or donation will be used to pay for the production of the event, in addition to fundraising costs. Before purchasing a ticket or making a contribution, the donor should find out what percentage is used to produce the event and what percentage will be retained by the charity.

Similarly, some solicitations involve the sale of products or the publication of an advertising book. Here, also, a portion of the donation covers the cost of the product or advertising book.

Other methods of raising funds include door-to-door solicitations, raffles, and Las Vegas nights. Many cities and towns require door-to-door solicitors to be registered with the local police, and donors should check with their police department to make sure that charities and their solicitors have registered where required. Organizations which hold raffles or Las Vegas nights must first have a permit from the city or town in which the event is to be held.

Canisters, honor boxes and vending machines are most frequently seen in local variety stores, restaurants, or grocery stores. Canisters usually bear a label which names the

beneficiary and asks you to give to their cause. Honor boxes and vending machines, while similar to canisters, also offer a small candy item, such as a gum ball or lollipop, in exchange for a donation. Many people erroneously assume that the canisters, boxes and vending machines are placed by the charities themselves, and that the money received belongs to the charities. On the contrary, these containers are generally manufactured by a for-profit enterprise unconnected with a charity, and sold to individuals who place and maintain them. Most of the money is kept by the person who owns the container, with the charity receiving only a small monthly amount, typically between fifty cents and two dollars per container. While the amount of money a person may place in a canister or honor box may be small, the total amount of money raised is significant. For example, one well known national charity has received at least 2 million dollars from such an arrangement.

C. Informed Giving

If you want to make sure your charitable contribution is used for the purposes you intended, be informed and find out as much as possible about the solicitor and the charitable organization. The following list of questions is designed to help you make a more informed decision.

1. Who is the solicitor? Where the solicitation is made by an individual, ask for the person's name and his or her relationship to the charity. Specifically, ask if the caller is a professional fundraiser. If a professional fundraiser is involved, ask for the name of the fundraising organization.

2. Who is the charitable organization which is benefitting from your donation? Write down the address and telephone number of the charity, and, if you have any doubts about the legitimacy of the charity, call the charity directly. Also, be aware that some smaller charities use names very similar to the larger, more well known charities. Know to whom you are giving!

3. How will the donations be used? Inquire about the types of services provided by the charity, and the geographic area in which the charity operates. Many charities solicit nationwide, but do not necessarily provide services in your local area.

4. How much of the contribution is actually used for charitable purposes? If a professional solicitor is conducting the fundraising campaign, ask what percentage of your donation will be kept by the solicitor, and what percentage the charity will receive. Note, however, that under the terms of an increasing number of solicitation contracts, the solicitor turns over 100% of the money raised and the charity then pays the solicitor his fee, plus an array of expenses associated with

the fundraising campaign. Thus, the telephone solicitor can technically reply that 100% of the funds raised goes to the charity without revealing the percentage remaining for charitable purposes after the fundraising expenses have been paid. Therefore, you should ask how much the charity will receive after all expenses have been deducted. Even if the charity does not use a professional solicitor, ask how the charity uses the funds it receives--what amount goes to services, administrative costs, and fundraising.

5. Does the caller have any written information about the charity? Written material is always helpful. Annual reports will show the donor how the organization allocates its money: how much for fundraising, how much for administration, and for program services. Brochures are not as helpful, but will at least give the donor a good idea of what types of services the organization provides.

6. Are the charity and the professional fundraiser, if there is one, registered with the Commonwealth? Call the Attorney General's Office, Division of Public Charities, to make sure that the charity and the professional fundraiser are registered and that their financial records are up to date.

Do not be afraid to ask the caller and the charity a lot of questions. Legitimate charities will welcome your questions and do their best to provide accurate answers. If you think you want to make a donation, keep the following points in mind.

1. Always make a donation by check. Do not give your credit card number unless you are very sure of the charity and the caller. Make the check directly payable to the charity, not to an individual or the fundraising organization. That way you will be sure the charity is the recipient of the donation. Also, keep accurate records of your charitable donations so that you will have an easier time determining the amount you gave if the charity asks you for a donation again next year.

2. Never allow yourself to feel pressured to make a donation. If you want some time to look into the charity before making the donation, do not allow the solicitor to pressure you to make a donation before you are ready.

3. If a solicitor leaves you with an uneasy feeling, do not hesitate to call the charity to verify what you were told, and call the Attorney General's office or the Better Business Bureau.

Donors should take special care when solicited by a police or firefighter organization. Individuals and small businesses are frequently solicited for funds to support police and firefighter organizations. In exchange for a contribution, the

donor may receive tickets to a show or an advertisement in a publication. Donors should realize that it is generally not the police or fire department who will benefit from the donation, but rather the police or firefighter organization, such as a union or other fraternal membership group. These groups usually use professional fundraisers, and donors should find out whether they are speaking with a member of the organization or its paid fundraiser. Also, the funds collected may be used for a variety of purposes. Some groups are very active in their communities, and use the funds for anti-drug programs or scholarships. Others use the funds for union purposes only, such as legal expenses incurred in union bargaining. Therefore, donors should make sure that they understand how their contribution will be used. Above all, donors should not feel threatened or intimidated by the solicitation, or pressured to make a donation.

D. Sources of Information

There are a variety of places to get additional information about charities and professional fundraisers. The Office of the Attorney General has more than 34,600 charities registered with its Division of Public Charities. While registration does not imply that any particular charity has the endorsement of the Attorney General or the Commonwealth of Massachusetts, it does indicate that the charity files annual financial reports with the Division.

These financial reports contain information on income and expenses, including program and fundraising expenses, and also list the types of solicitation a charity and its professional fundraiser, if any, use. The reports are available for public inspection during regular business hours at the Attorney General's Division of Public Charities, located at Room 1413, One Ashburton Place, Boston, Massachusetts, 02108. You can call the Division at (617) 727-2200 to find out if a charity is registered before coming in to look at the file. Registration information is also available at the Attorney General's Western Massachusetts office in Springfield (413-784-1240).

If you would like to receive information about a charity, but are unable to come to Boston in person to look at the organization's file, you can submit a written request for information from the file of a specific charity. Specify the information you would like in a letter to the Division of Public Charities. The cost is twenty cents per page, and the copies will be sent to you with a bill.

If you want more information about a local charity, consider calling your local Better Business Bureau as well as the Attorney General's office. In addition, your local police may have information on charities or fundraisers required to

register with the police department before soliciting, or your police department may have received information or complaints about the solicitation from other individuals in your area.

If you want more information about a national charity, contact The Council of Better Business Bureaus' Philanthropic Advisory Service at 4200 Wilson Boulevard, Arlington, Virginia, 22203-1804 (703-276-0100) or The National Charities Information Bureau at 19 Union Square West, 6th Floor, New York, New York, 10003 (212-929-6300).

Like charities, professional fundraisers are also required to register with the Attorney General's Office. There are three types of professional fundraisers defined by law: fundraising counsel, professional solicitors, and commercial co-venturers.

- * Fundraising counsel advise charities on how to raise funds, but do not conduct any of the actual fundraising.
- * Professional solicitors devise a fundraising campaign, and then conduct the actual solicitation.
- * Commercial co-venturers are for-profit businesses who join with the charity in sponsoring an event or in promoting the sale of a product, with the proceeds from the event or sale divided between the charity and the businesses.

All professional fundraisers who have contracts with charities which solicit in Massachusetts are required to register with the Attorney General's office and must submit copies of their contracts as part of registration. Professional solicitors and commercial co-venturers are required to file, in addition, a \$10,000 bond, an addendum to registration describing their relationship with the charity, and a year-end financial accounting of the proceeds actually raised through the solicitation.

As with charities, all of the registration materials which professional fundraisers file with the Division of Public Charities are public record and are available for public inspection. To obtain information about fundraisers from the Office of the Attorney General, use the same procedures as for charities.

Conclusion

Individuals must use their own judgment and make their own decisions about charitable giving. Only the donor knows what

factors are important to him or her. Donors should always make sure they know, however, how their donations are used and how much of their donations is used for charitable purposes. This kind of informed giving is particularly important during lean economic times when many donors are finding that they have fewer charitable dollars to give. Donors who are informed get more beneficial impact out of their charitable dollars.

E. Survey of Solicitation Campaigns

The Division of Public Charities has surveyed the financial reports of 237 fundraising campaigns conducted in 1994 in Massachusetts to determine what percentage of the funds raised by professional solicitors is actually available for charitable purposes after the expenses of the solicitation.

Many people may be surprised to learn the percentage of their donation which is kept by the professional fundraiser. The records of the Division of Public Charities include financial reports where up to 100% of the gross income from a solicitation went to the professional solicitor with nothing left for the charity. While the charity is very aware of the percentage being charged by the professional fundraiser because it signed a contract, donors may not be so well informed and may believe that a high percentage of their donations is going to the charitable purpose which led them to donate. If a high percentage of their contributions go to the fundraiser, the donors' expectations are, unfortunately, left unfulfilled.

Why would a charitable organization use a professional solicitor? Some do so because this arrangement involves little or no work for the charity. Also, professional fundraisers often provide more than fundraising services to the charity. The solicitation may also be used as a means of educating the public about the charitable cause and of gaining name recognition for the charity. Less well known charities do not have the extensive previous donor lists that larger charities have. Since people are more likely to give to a group they know well, less well known charities have to contact more people in order to gross the same amount that a larger charity could accomplish with fewer costs.

Finally, raising money costs money. The percentage of money raised which is kept by the solicitor often covers most expenses associated with the campaign--phone bills, printing, mailing, salaries, office rental, and so on. For organizations who have little capital, this feature can be attractive even if it means that they will get only a small share of the total money raised. If the solicitation involves the sale of a product, or the production of an event or advertising book, the cost of the product, event ticket, or advertising book is included in the percentage going to the professional

solicitor. And, of course, the donor individually receives the item in addition to the charitable effect of his contribution.

The information in the following survey is organized into tables, each table consisting of six columns. In Table I, the financial reports of the 237 charitable campaigns are divided into two categories. Table IA contains those campaigns which solicited donations only. The average received by the charitable organizations in such campaigns was 36.6 percent of the total amount of money raised. Table IB is comprised of campaigns which involved the purchase of an event ticket, product, advertising, or other "premium." In solicitation campaigns of this type, the charities retained 21.4 percent, on average, of the gross proceeds.

In Tables IA and IB, the first column lists the charities alphabetically, and the second lists the solicitor retained by the charity to raise funds on its behalf. The third column states the total amount of money raised during the solicitation campaign. Column four sets forth the amount the charity received of the total amount raised, after all fundraising expenses incurred by the charity and costs of items, if any, received by the donor have been subtracted. Column five presents that amount as a percentage of the total amount raised.

In Table II, the same information is presented for the 237 campaigns, but organized by solicitor.

IA. Solicitations Involving Donations Alone, Listed by Charity

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
20/20 Vision	Aria Communications	\$6,950	(\$124)	-2%	
Access for Community Enhancement Services	Twentieth Century Promotion, Inc.	\$326,453	\$166,224	51%	
Action On Smoking	Public Interest Communications, Inc.	\$31,567	\$9,613	30%	
Acushnet Firefighters Association	Telco Communications, Inc.	\$24,522	\$6,131	25%	
Agawam Police Association	Telco Communications, Inc.	\$55,829	\$16,749	30%	
Alzheimers Association	Transamerica Marketing Services	\$121,608	\$62,462	51%	
Alzheimers Associations	Ruffalo, Cody & Associates	\$168,588	\$78,607	47%	
American Association for Lost Children	Ostis, Joan	\$360	\$360	100%	
American Association of the Deaf and Blind	Heritage Publishing Company	\$1,166	\$193	17%	
American Center for Law & Justice	InfoCision Management Company	\$2,889,712	\$1,485,705	51%	1
American Disabled Foundation, Inc.	Action Programs, Inc.	\$314,120	\$47,557	15%	
American Farmland Trust	Public Interest Communications, Inc.	\$76,167	\$53,971	71%	
American Foundation for Aids Research	Frontline Campaigns, Inc.	\$258,197	\$150,001	58%	1
American Health Assistance Foundation	Public Interest Communications, Inc.	\$238,773	\$50,616	21%	
American Heart Disease Prevention Foundation	Telesystems Marketing, Inc.	\$12,144	\$4,250	35%	
American Institute for Cancer Research	InfoCision Management Company	\$312,034	\$129,735	42%	
American Kidney Fund	Transamerica Marketing Services	\$17,528	\$1,248	7%	
American Veterans Assistance Corporation	Non-Profit Telemedia, Inc.	\$39,329	\$5,665	14%	
Americans in Action	Response Dynamics, Inc.	\$95,134	\$51,428	54%	2
America's Missing Children	Non-Profit Telemedia, Inc.	\$258,218	\$20,766	8%	
Amnesty International	Public Interest Communications, Inc.	\$1,669,883	\$780,279	47%	1
Appalachian Mountain Club	Share Systems	\$240,274	\$157,544	66%	
Athritis Foundation	InfoCision Management Corp.	\$8,097	\$2,510	31%	
Blinded Veterans Association	Telesystems Marketing, Inc.	\$1,586	\$634	40%	
Blinded Veterans Association	Public Interest Communications, Inc.	\$101,879	\$21,984	22%	

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Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Cancer Fund of America	Non-Profit Telemedia, Inc.	\$863,130	\$139,977	16%	1
Center for Marine Conservation	Outreach Affiliates, Inc.	\$189,566	\$28,431	15%	1
Center to Prevent Handgun Violence	Public Interest Communications, Inc.	\$224,129	\$186,448	83%	
Cheshire Police Association	Telco Communications, Inc.	\$16,369	\$4,792	29%	
Child Protection Program	Non-Profit Telemedia, Inc.	\$435,952	\$74,709	17%	
Child Protection Program Foundation	Non-Profit Telemedia, Inc.	\$566,934	\$86,646	15%	
Childhelp USA	Telesystems Marketing, Inc.	\$315	\$95	30%	
Children's Defense Fund Action Council	Integral Resources, Inc.	\$591,000	\$203,664	34%	2
Children's Emergency Relief Foundation	Telesystems Marketing, Inc.	\$4,266	\$768	18%	
Children's Hospital Medical Center Foundation	Telesystems Marketing, Inc.	\$6,030	\$964	16%	2
Children's International Health Fund	Response Dynamics, Inc.	\$560,856	\$213,609	38%	1
Children's Wish Foundation International	Telesystems Marketing, Inc.	\$357,216	\$85,732	24%	
Children's Wish Foundation International	Heritage Publishing Company	\$2,830	\$347	12%	2
Christian Appalatian Project	Reese Brothers, Inc.	\$5,071	\$0	0%	
Citizen Agenda, Inc.	Telefund, Inc.	\$116,043	\$52,051	45%	
Citizens for a Sound Economy	Factor, Fox & Associates, Inc.	\$67,304	(\$19,829)	-29%	1,2
Common Cause	Dunn, Stephen & Associates	\$18,787	(\$12,043)	-64%	
Concerned Women for America	Regency Communications, Inc.	\$2,014,937	\$469,279	23%	
Defenders of Wildlife	Public Interest Communications, Inc.	\$350,597	\$168,923	48%	
Defenders of Wildlife	Outreach Affiliates, Inc.	\$161,158	\$71,718	45%	1
Diabetes Trust Fund	Reese Brothers, Inc.	\$3,231	\$991	31%	
Disabled Children's Relief Fund	Non-Profit Telemedia, Inc.	\$353,278	\$33,521	9%	
Doris Day Animal League	Public Interest Communications, Inc.	\$78,774	\$51,965	66%	
Empower America	Response Dynamics, Inc.	\$4,738,698	\$50,452	1%	
Enlisted Association of the National Guard	Heritage Publishing Company	\$1,547	\$397	26%	2

Notes

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Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Environmental Defense Fund	Great Lakes Communications	\$24,348	\$13,987	57%	
Environmental Defense Fund	Outreach Affiliates, Inc.	\$111,127	\$42,932	39%	
Famine Relief Fund	Response Dynamics, Inc.	\$279,752	\$128,031	46%	
Feminist Majority Foundation	Dunn, Stephen & Associates	\$35,429	\$6,523	18%	
Greenfield Police Association	Telco Communications, Inc.	\$50,133	\$14,539	29%	
Guiding Eyes for the Blind	Regency Communications, Inc.	\$13,615	(\$969)	-7%	
Handgun Control, Inc.	Public Interest Communications, Inc.	\$870,640	\$370,101	43%	
Hanson Firefighters Association	Telco Communications, Inc.	\$24,091	\$4,818	20%	
Heart Support of America	Non-Profit Telemedia, Inc.	\$186,266	\$20,694	11%	
Help Hospitalized Childrens Fund	Non-Profit Telemedia, Inc.	\$360,841	\$39,941	11%	
Holland Police Association	Telco Communications, Inc.	\$12,248	\$3,552	29%	
Industrial Cooperative Association	Telefund, Inc.	\$3,031	\$2,043	67%	
International Wildlife Coalition	Outreach Affiliates, Inc.	\$47,658	\$36,711	77%	1,2
Int'l Cntr. for Search & Recov. Missing Children	Non-Profit Telemedia, Inc.	\$81,276	\$0	0%	
Int. Cntr. for Search & Recov. Missing Children	Baystate Benefits	\$26,537	\$3,978	15%	
Int'l Physicians for Prevention of Nuclear War	Integral Resources, Inc.	\$150,063	\$80,989	54%	
Just Say No International	Reese Brothers, Inc.	\$98,439	\$22,885	23%	2
Just Say No International	AmeriCom Group, Inc.	\$243,456	\$33,092	14%	1
Juvenile Diabetes Foundation	InfoCision Management Company	\$135,889	\$24,138	18%	
Juvenile Diabetes Foundation International	Factor, Fox & Associates, Inc.	\$34,000	\$10,365	30%	
KidsPeace	Reese Brothers, Inc.	\$14,943	\$2,442	16%	2
Little Brothers-Friends of the Elderly	Fundraising & Communication Services, Inc.	\$15,750	\$11,969	76%	
March of Dimes	InfoCision Management Company	\$82,241	\$15,852	19%	
March of Dimes	Marketing Corporation of America	\$12,346,510	\$5,239,509	42%	1
Massachusetts Reserve Police Federation	Community Safety, LLC.	\$90,315	\$13,547	15%	

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Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Massachusetts Special Olympics	DialAmerica Marketing, Inc.	\$300,284	\$148,099	49%	2
Massachusetts Special Olympics	Integral Resources, Inc.	\$1,673,208	\$902,425	54%	2
Massachusetts Toxics Campaign	Hudson Bay Communications	\$28,577	\$0	0%	
Medical Aid For El Salvador	Frontline Campaigns, Inc.	\$345,813	\$163,066	47%	1
MedicAlert Foundation International	Transamerica Marketing Services	\$792,166	\$315,060	40%	
Melrose Police Relief Association	East West Concert Productions	\$82,725	\$24,818	30%	
Mothers Against Drunk Driving	Reese Brothers, Inc.	\$1,187,328	\$458,142	39%	2
Mothers Against Drunk Driving	Public Interest Communications, Inc.	\$399,709	\$248,331	62%	
Mothers Against Drunk Driving	Heritage Publishing Company	\$1,573	\$0	0%	2
Multiple Sclerosis Association of America	Heritage Publishing Company	\$2,097	\$356	17%	2
Multiple Sclerosis Association of America	Reese Brothers, Inc.	\$53,606	\$10,092	19%	2
Multiple Sclerosis Association of America	AmeriCom Group, Inc.	\$835,843	\$165,585	20%	1,2
Muscular Dystrophy Association	InfoCision Management Company	\$75,825	\$13,170	17%	
Muscular Dystrophy Association	Transamerica Marketing Services	\$52,194	(\$2,395)	-5%	
National AIDS Brigade	Integral Resources, Inc.	\$410,138	\$37,850	9%	
National Association of Chiefs of Police	Response Dynamics, Inc.	\$798,497	\$356,839	45%	
National Association of Police Organizations, Inc.	Huntsinger & Jeffer, Inc.	\$1,821,961	\$233,190	13%	1
National Audubon Society	InfoCision Management Company	\$5,190	\$0	0%	
National Audubon Society	Public Interest Communications, Inc.	\$727,713	\$370,344	51%	1
National Caregiving Foundation	Reese Brothers, Inc.	\$92,144	\$21,130	23%	2
National Children's Cancer Society	Telesystems Marketing, Inc.	\$346,240	\$126,378	37%	1
National Environmental Law & Policy Center	Telefund, Inc.	\$370,885	\$133,976	36%	
National Organization For Women	Frontline Campaigns, Inc.	\$992,599	\$300,514	30%	1
National Right to Life Committee	InfoCision Management Company	\$2,640,771	\$1,782,090	67%	1
National Right to Life Committee	Life-Tel, Inc.	\$59,871	\$32,873	55%	

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Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
National Right to Life Committee	MDS Communications Corporation	\$462,647	\$123,196	27%	
National Trust for Historic Preservation	Public Interest Communications, Inc.	\$113,234	(\$3,383)	-3%	
National Veterans Foundation	Gordon & Schwenkmeyer, Inc.	\$82,897	\$6,993	8%	1
National Wildlife Federation	Ruffalo, Cody & Associates	\$23,189	(\$19,583)	-84%	
National Wildlife Federation	Transamerica Marketing Services	\$429,524	\$176,683	41%	
National Wildlife Federation	Smith Company	\$744,523	(\$119,126)	-16%	1
Native American Rights Fund	Frontline Campaigns, Inc.	\$32,843	\$18,554	56%	
Nat'l Coalition for the Homeless	Gordon & Schwenkmeyer	\$289,377	\$125,785	43%	1
Nature Conservancy	Integral Resources, Inc.	\$37,724	(\$72,068)	-191%	
Nature Conservancy	Public Interest Communications, Inc.	\$355,474	\$75,474	21%	
Nature Conservancy	Outreach Affiliates, Inc.	\$305,591	\$260,085	85%	1
Neighbor to Neighbor	Frontline Campaigns, Inc.	\$149,781	\$41,842	28%	1
New Bedford Portuguese American Police Assoc.	Telco Communications, Inc.	\$20,937	\$6,072	29%	
New Hampshire Public Radio	Aria Communications	\$18,633	\$13,069	70%	
Operation Doctor	Non-Profit Telemedia, Inc.	\$90,685	\$5,979	7%	
Oxfam America	Public Interest Communications, Inc.	\$641,129	\$494,560	77%	
Peace Action	Frontline Campaigns, Inc.	\$100,048	\$873	1%	1
People for the American Way	Public Interest Communications, Inc.	\$103,000	\$86,205	84%	
People for the Ethical Treatment of Animals	Public Interest Communications, Inc.	\$770,191	\$401,335	52%	
Physicians for Social Responsibility	Frontline Campaigns, Inc.	\$50,535	\$19,128	38%	
Physicians for Social Responsibility	Ruffalo, Cody & Associates	\$95,773	\$18,192	19%	
Planned Parenthood Federation of America	Public Interest Communications, Inc.	\$3,100,000	\$1,778,254	57%	1
Planned Parenthood Federation of America	Factor, Fox & Associates, Inc.	\$512,152	\$170,722	33%	1
Police Activities League of the Bay State	Galaxy Marketing Corp.	\$23,574	\$35,957	153%	
Recycling Initiative Campaign, Inc.	Telefund, Inc.	\$48,839	\$25,731	53%	

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Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Salisbury Police Association	East West Concert Productions	\$65,873	\$16,468	25%	
Sarah Lawrence College	New Boston Group, Inc.	\$35,489	\$0	0%	
Save the Children	InfoCision Management Company	\$154,387	\$62,455	40%	1
Sierra Club	Factor, Fox & Associates, Inc.	\$182,372	\$26,585	15%	1,2
Sierra Club	Outreach Affiliates, Inc.	\$196,980	\$195,499	99%	1
Sierra Club	Dunn, Stephen & Associates	\$99,961	\$1,613	2%	
Sierra Club Legal Defense Fund	Dunn, Stephen & Associates	\$263,380	\$83,188	32%	1
Southwick Firemens Association	Telco Communications, Inc.	\$14,948	\$4,484	30%	
Special Olympics International	Meyer Associates, Inc.	\$58,166	\$44,854	77%	1
Students Against Driving Drunk	AmeriCom Group, Inc.	\$274,336	\$41,884	15%	2
Swansea Police Patrolmens Association	Telco Communications, Inc.	\$49,415	\$14,825	30%	
Teen Suicide Prevention Program	Non-Profit Telemedia, Inc.	\$76,524	\$9,230	12%	
Teen Suicide Prevention Task Force	Non-Profit Telemedia, Inc.	\$42,780	\$5,426	13%	
Templeton Police Athletic League	Telco Communications, Inc.	\$26,549	\$7,434	28%	
United States Committee for Unicef	New Boston Group, Inc.	\$54,635	\$34,635	63%	
United States Organization for Disabled Athletes	Heritage Publishing Company	\$3,106	\$621	20%	2
US Organization for Disabled Athletes	Non-Profit Telemedia, Inc.	\$299,373	\$29,835	10%	
U.S. Space Camp Foundation	Greenwich Workshop	\$296,940	\$258,942	87%	
Vanished Childrens Alliance	Heritage Publishing Company	\$2,085	\$232	11%	2
Veterans of the Vietnam War	Public Interest Communications, Inc.	\$86,999	\$12,816	15%	
Vietnam Veterans Agent Orange Victims	East West Concert Productions	\$190,778	\$51,418	27%	2
Vietnam Veterans of America Foundation	Frontline Campaigns, Inc.	\$117,057	\$20,606	18%	
Vietnam Veterans of America, Mass.	ACV Advertising	\$54,040	\$7,611	14%	
Vietnow	Sales Max	\$4,182	\$1,045	25%	
WBUR 90.0 FM	Dunn, Stephen & Associates	\$192,114	\$112,382	58%	
West Newbury Police Association	Telco Communications, Inc.	\$38,818	\$11,645	30%	
Women's Statewide Legislative Alliance	Telefund, Inc.	\$16,701	\$8,098	48%	
Total:		\$59,933,978	\$21,915,676	36.57%	

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IB. Solicitations Involving Purchase of Product, Event Ticket, Advertising or Other "Premium," Listed by Charity

Charity	Solicitor	Total		% to Charity	Notes
		Revenue	\$ to Charity		
Agawam Permanent Firefighters Association	Telco Communications, Inc.	\$34,144	\$8,536	25%	
AIDS & Cancer Research Foundation	Lifeline Product Consultants	\$62,935	\$14,160	22%	2
American Council of the Blind Baystate Chapter	Twentieth Century Promotion, Inc.	\$8,938	\$1,000	11%	
American Veterans Relief Fund	Baystate Benefits	\$47,120	\$6,618	14%	
AMVETS Department of Mass.	Hill, Allan C. Productions, Inc.	\$18,313	\$2,747	15%	
Andover Police Relief Association	Genesis Serivces Company	\$85,838	\$27,412	32%	
Athol Orange Commandery	McKnight, Joan	\$3,910	\$879	22%	
Attleboro Police Association	East West Concert Productions	\$91,091	\$22,783	25%	
Boston Police Relief Association	Eastern Advertising, Inc.	\$225,407	\$90,163	40%	
Brockton Firefighters Relief Association	Telco Communications, Inc.	\$71,196	\$21,358	30%	
Cambridge Police Mutual Aid	East West Concert Productions	\$115,659	\$40,481	35%	
Chelmsford Fire Fighters IAFF	Promotional Marketing, Inc.	\$67,323	\$23,563	35%	
Chicopee Police Patrolmen's Union	Brent Wyatt East, Inc.	\$45,765	\$14,118	31%	
Children's Charity Fund	Twentieth Century Promotion, Inc.	\$7,282	\$1,795	25%	
Danvers Police Relief Association	Telemark Consulting Company	\$23,000	\$8,740	38%	
Disabled Childrens Relief Fund	Hill, Allan C. Productions, Inc.	\$78,207	\$9,385	12%	
Dracut Firefighters IAFF	Promotional Marketing, Inc.	\$43,852	\$14,348	33%	
Dracut Police Relief Association	Promotional Marketing, Inc.	\$58,441	\$20,454	35%	
Fall River American Legion Post #384	Childs, Walter	\$2,745	\$755	28%	
Fall River Police Athletic Association	Twentieth Century Promotion, Inc.	\$22,536	\$2,000	9%	
Fallriver Police Relief Association	Telco Communications, Inc.	\$28,018	\$5,603	20%	
Fitchburg Firefighters #3128	Promotional Marketing, Inc.	\$34,669	\$14,000	40%	
Freetown Police Association	Telco Communications, Inc.	\$27,597	\$7,245	26%	
Gardner Police Relief Association	Telco Communications, Inc.	\$32,016	\$8,004	25%	
Gloucester Police Relief Association	Brent Wyatt East, Inc.	\$28,735	\$9,934	35%	

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	Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
	Greater Lawrence Voc-Tech Class of 1994	Genesis Serivces Company	\$19,390	\$4,431	23%	
	Greenfield Elks Lodge	McKnight, Joan	\$4,160	\$1,040	25%	
	Greenfield Lions Club	Price, James	\$40,390	\$3,000	7%	
	Hadley Police Association	Telco Communications, Inc.	\$40,040	\$10,010	25%	
	Hopedale Permanent Fire Fighters IAFF	Promotional Marketing, Inc.	\$21,580	\$7,553	35%	
	Hopedale Police Local 164	Promotional Marketing, Inc.	\$25,900	\$9,065	35%	
	Int'l Narcotics Enforcement Officers Association	Shamrock Publishing Company	\$516,926	\$95,896	19%	1
	Ipswich Fire Fighters IAFF	Promotional Marketing, Inc.	\$25,259	\$8,841	35%	
	Italian Home for Children, Inc.	Hill, Allan C. Productions, Inc.	\$43,553	\$10,000	23%	
	Kiwanis Club of Newburyport	McKnight, Joan	\$4,550	\$1,110	24%	
	Knights of Columbus	McKnight, Joan	\$5,200	\$1,300	25%	
	Knights of Pythias of Mass.	Hill, Allan C. Productions, Inc.	\$4,680	\$1,000	21%	
	Lawrence York Rite	McKnight, Joan	\$3,550	\$888	25%	
	Lovelane Special Needs Horseback Riding Program	Hill, Allan C. Productions, Inc.	\$4,236	\$1,000	24%	
	Lowell Fighters #853	Promotional Marketing, Inc.	\$55,181	\$19,313	35%	
	Mansfield Permanent Firefighters Association	Telemark Consulting Company	\$36,000	\$12,600	35%	
	Maplewood Baseball Babe Ruth League	Twentieth Century Promotion, Inc.	\$2,020	\$303	15%	
	Marlboro Emergency Services Foundation	Hill, Allan C. Productions, Inc.	\$33,039	\$4,956	15%	
	Massachusetts Disabled Children	Assistance Programs, Inc.	\$365,961	\$39,710	11%	
	Mid-Cape Lion's Club	Childs, Walter	\$61,481	\$13,000	21%	
	Millbury Police Association	Brent Wyatt East, Inc.	\$21,630	\$8,652	40%	
	Montachusett Veterans Outreach Center	Lifeline Product Consultants	\$128,543	\$32,097	25%	2
	Montgomery Blue Lodge	McKnight, Joan	\$2,473	\$618	25%	
	Nantucket Police Charitable Association	Brent Wyatt East, Inc.	\$26,330	\$7,899	30%	
	National Association of Chiefs of Police	Shamrock Publishing Company	\$752,948	\$95,021	13%	

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Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
National Association of Chiefs of Police	ACV Advertising	\$175,933	\$20,232	11%	
National Federation of the Blind	Childs, Walter	\$19,798	\$9,596	48%	
New England Association of Chiefs of Police	Annual Publications, Inc.	\$149,326	\$65,887	44%	2
Newburyport Knights Templar	McKnight, Joan	\$4,800	\$1,025	21%	
Newburyport Police Relief Association	Telco Communications, Inc.	\$62,896	\$15,724	25%	
Newton Firefighters Association	Eastern Advertising, Inc.	\$235,295	\$93,118	40%	
Newton Police Memorial Association	Eastern Advertising, Inc.	\$270,750	\$105,300	39%	
Northborough Police Cadet Explorers	Telco Communications, Inc.	\$30,923	\$6,185	20%	
Northbridge Police Association	Telco Communications, Inc.	\$33,476	\$10,043	30%	
Norton Police Association	Silver & Blue Promotions	\$33,656	\$11,780	35%	
Palmer Police Association	Telco Communications, Inc.	\$24,236	\$4,847	20%	
Paralyzed Veterans of America, N.E. Chapter	Benefit Programs of New England, Inc.	\$1,818,340	\$203,396	11%	
Peabody Police Benevolent Association	Telco Communications, Inc.	\$86,918	\$27,814	32%	
Pembroke Permanent Firefighters Association	Telemark Consulting Company	\$28,000	\$8,960	32%	
Plainville Permanent Fire Fighters	Promotional Marketing, Inc.	\$24,945	\$7,000	28%	
Plymouth Police Relief Association	Telco Communications, Inc.	\$177,433	\$50,735	29%	
Quincy Superior Officers Association	Telco Communications, Inc.	\$53,852	\$13,463	25%	
Reading Pee Wee Football	Production Marketing Service	\$16,105	\$4,000	25%	
Rochester Police Officers Association	Telco Communications, Inc.	\$35,247	\$8,812	25%	
Saugus Police Relief Association	Promotional Marketing, Inc.	\$48,664	\$15,000	31%	
Shawsheen Valley Voc-Tech Class of 1994	Genesis Serivces Company	\$33,482	\$6,905	21%	
Somerset Police IBPO #518	Brent Wyatt East, Inc.	\$14,360	\$4,021	28%	
South Yarmouth American Legion	Childs, Walter	\$5,500	\$1,375	25%	
Sterling Police Association	Telco Communications, Inc.	\$28,923	\$5,785	20%	
Stoneham Firefighters Association	Telemark Consulting Company	\$35,000	\$10,500	30%	

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Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Tisbury Police Relief Association	Childs, Walter	\$16,805	\$5,042	30%	
United States Organization for Disabled Athletes	Hill, Allan C. Productions, Inc.	\$54,855	\$6,638	12%	
Veterans Assistance Foundation	Lifeline Product Consultants	\$229,730	\$50,541	22%	
Veterans Association of Bristol County	Twentieth Century Promotion, Inc.	\$11,313	\$1,500	13%	
Veterans for the Homeless	Baystate Assistance Program	\$24,144	\$2,897	12%	2
Wakefield-Lynnfield Kiwanis Club	Hill, Allan C. Productions, Inc.	\$25,797	\$2,610	10%	
Westfield Police Association	Telco Communications, Inc.	\$55,370	\$13,843	25%	
Woburn Police Superior Officers Union	Genesis Serivces Company	\$51,022	\$20,409	40%	
Worcester County Deputy Sheriff's	Brent Wyatt East, Inc.	\$23,520	\$6,350	27%	
Worcester Firefighters Association	Brent Wyatt East, Inc.	\$63,448	\$19,034	30%	
Total:		\$7,513,620	\$1,605,750	21.37%	

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II. Fundraising Campaigns Listed by Solicitors

Solicitor	Charity	Total Revenue	\$ to Charity	% to Charity	Notes
Action Programs, Inc. ACV Advertising	American Disabled Foundation, Inc.	\$314,120	\$47,557	15%	
	National Association of Chiefs of Police	\$175,933	\$20,232	11%	
	Vietnam Veterans of America, Mass.	\$54,040	\$7,611	14%	
AmeriCom Group, Inc.	Just Say No International	\$243,456	\$33,092	14%	1
	Multiple Sclerosis Association of America	\$835,843	\$165,585	20%	1,2
	Students Against Driving Drunk	\$274,336	\$41,884	15%	2
Annual Publications, Inc. Aria Communications	New England Association of Chiefs of Police	\$149,326	\$65,887	44%	2
	20/20 Vision	\$6,950	(\$124)	-2%	
	New Hampshire Public Radio	\$18,633	\$13,069	70%	
Assistance Programs, Inc.	Massachusetts Disabled Children	\$365,961	\$39,710	11%	
Baystate Assistance Program	Veterans for the Homeless	\$24,144	\$2,897	12%	2
Baystate Benefits	American Veterans Relief Fund	\$47,120	\$6,618	14%	
Benefit Programs of New England, Inc. Brent Wyatt East, Inc.	Int. Cntr. for Search & Recov. Missing Children	\$26,537	\$3,978	15%	
	Paralyzed Veterans of America, N.E. Chapter	\$1,818,340	\$203,396	11%	
	Chicopee Police Patrolmen's Union	\$45,765	\$14,118	31%	
	Gloucester Police Relief Association	\$28,735	\$9,934	35%	
	Millbury Police Association	\$21,630	\$8,652	40%	
	Nantucket Police Charitable Association	\$26,330	\$7,899	30%	
	Somerset Police IBPO #518	\$14,360	\$4,021	28%	
	Worcester County Deputy Sheriffs	\$23,520	\$6,350	27%	
	Worcester Firefighters Association	\$63,448	\$19,034	30%	
Childs, Walter	Fall River American Legion Post #384	\$2,745	\$755	28%	
	Mid-Cape Lion's Club	\$61,481	\$13,000	21%	
	National Federation of the Blind	\$19,798	\$9,596	48%	
	South Yarmouth American Legion	\$5,500	\$1,375	25%	

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Solicitor	Charity	Total Revenue	\$ to Charity	% to Charity	Notes
Childs, Walter Community Safety, LLC. DialAmerica Marketing, Inc. Dunn, Stephen & Associates	Tisbury Police Relief Association	\$16,805	\$5,042	30%	
	Massachusetts Reserve Police Federation	\$90,315	\$13,547	15%	
	Massachusetts Special Olympics	\$300,284	\$148,099	49%	2
	Common Cause	\$18,787	(\$12,043)	-64%	
	Feminist Majority Foundation	\$35,429	\$6,523	18%	
	Sierra Club	\$99,961	\$1,613	2%	
	Sierra Club Legal Defense Fund	\$263,380	\$83,188	32%	1
	WBUR 90.0 FM	\$192,114	\$112,382	58%	
	Attleboro Police Association	\$91,091	\$22,783	25%	
	Cambridge Police Mutual Aid	\$115,659	\$40,481	35%	
East West Concert Productions	Melrose Police Relief Association	\$82,725	\$24,818	30%	
	Salisbury Police Association	\$65,873	\$16,468	25%	
	Vietnam Veterans Agent Orange Victims	\$190,778	\$51,418	27%	2
	Boston Police Relief Association	\$225,407	\$90,163	40%	
	Newton Firefighters Association	\$235,295	\$93,118	40%	
	Newton Police Memorial Association	\$270,750	\$105,300	39%	
	Citizens for a Sound Economy	\$67,304	(\$19,829)	-29%	1,2
	Juvenile Diabetes Foundation International	\$34,000	\$10,365	30%	
	Planned Parenthood Federation of America	\$512,152	\$170,722	33%	1
	Sierra Club	\$182,372	\$26,585	15%	1,2
Factor, Fox & Associates, Inc.	American Foundation for Aids Research	\$258,197	\$150,001	58%	1
	Medical Aid For El Salvador	\$345,813	\$163,066	47%	1
	National Organization For Women	\$992,599	\$300,514	30%	1
	Native American Rights Fund	\$32,843	\$18,554	56%	
Frontline Campaigns, Inc.					

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	Solicitor	Charity	Total Revenue	% to		Notes
				\$ to Charity	Charity	
Frontline Campaigns, Inc.		Neighbor to Neighbor	\$149,781	\$41,842	28%	1
		Peace Action	\$100,048	\$873	1%	1
		Physicians for Social Responsibility	\$50,535	\$19,128	38%	
		Vietnam Veterans of America Foundation	\$117,057	\$20,606	18%	
		Little Brothers-Friends of the Elderly	\$15,750	\$11,969	76%	
Fundraising & Communication Services, Inc.		Police Activities League of the Bay State	\$23,574	\$35,957	153%	
		Andover Police Relief Association	\$85,838	\$27,412	32%	
Galaxy Marketing Corp.		Greater Lawrence Voc-Tech Class of 1994	\$19,390	\$4,431	23%	
		Shawsheen Valley Voc-Tech Class of 1994	\$33,482	\$6,905	21%	
Genesis Serivces Company		Woburn Police Superior Officers Union	\$51,022	\$20,409	40%	
		Nat'l Coalition for the Homeless	\$289,377	\$125,785	43%	1
Gordon & Schwenkmeyer, Inc.		National Veterans Foundation	\$82,897	\$6,993	8%	1
		Environmental Defense Fund	\$24,348	\$13,987	57%	
Great Lakes Communications		U.S. Space Camp Foundation	\$296,940	\$258,942	87%	
		American Association of the Deaf and Blind	\$1,166	\$193	17%	
Greenwich Workshop		Children's Wish Foundation International	\$2,830	\$347	12%	2
		Enlisted Association of the National Guard	\$1,547	\$397	26%	2
Heritage Publishing Company		Mothers Against Drunk Driving	\$1,573	\$0	0%	2
		Multiple Sclerosis Association of America	\$2,097	\$356	17%	2
Hill, Allan C. Productions, Inc.		United States Organization for Disabled Athlete	\$3,106	\$621	20%	2
		Vanished Childrens Alliance	\$2,085	\$232	11%	2
		AMVETS Department of Mass.	\$18,313	\$2,747	15%	
		Disabled Childrens Relief Fund	\$78,207	\$9,385	12%	
		Italian Home for Children, Inc.	\$43,553	\$10,000	23%	
		Knights of Pythias of Mass.	\$4,680	\$1,000	21%	

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Solicitor	Charity	Total Revenue	\$ to Charity	% to Charity	Notes
Hill, Allan C. Productions, Inc.	Lovelane Special Needs Horseback Riding Pro	\$4,236	\$1,000	24%	
	Marlboro Emergency Services Foundation	\$33,039	\$4,956	15%	
	United States Organization for Disabled Athlete	\$54,855	\$6,638	12%	
	Wakefield-Lynnfield Kiwanis Club	\$25,797	\$2,610	10%	
	Massachusetts Toxics Campaign	\$28,577	\$0	0%	
Hudson Bay Communications	National Association of Police Organizations, In	\$1,821,961	\$233,190	13%	1
Huntsinger & Jeffer, Inc.	American Center for Law & Justice	\$2,889,712	\$1,485,705	51%	1
InfoCision Management Company	American Institute for Cancer Research	\$312,034	\$129,735	42%	
	Juvenile Diabetes Foundation	\$135,889	\$24,138	18%	
	March of Dimes	\$82,241	\$15,852	19%	
	Muscular Dystrophy Association	\$75,825	\$13,170	17%	
	National Audubon Society	\$5,190	\$0	0%	
	National Right to Life Committee	\$2,640,771	\$1,782,090	67%	1
	Save the Children	\$154,387	\$62,455	40%	1
	Athritits Foundation	\$8,097	\$2,510	31%	
	Children's Defense Fund Action Council	\$591,000	\$203,664	34%	2
	Int'l Physicians for Prevention of Nuclear War	\$150,063	\$80,989	54%	
	Massachusetts Special Olympics	\$1,673,208	\$902,425	54%	2
	National AIDS Brigade	\$410,138	\$37,850	9%	
	Nature Conservancy	\$37,724	(\$72,068)	-191%	
	AIDS & Cancer Research Foundation	\$62,935	\$14,160	22%	2
	Montachusett Veterans Outreach Center	\$128,543	\$32,097	25%	2
Lifeline Product Consultants	Veterans Assistance Foundation	\$229,730	\$50,541	22%	
	National Right to Life Committee	\$59,871	\$32,873	55%	
	March of Dimes	\$12,346,510	\$5,239,509	42%	1
Life-Tel, Inc.					
Marketing Corporation of America					

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Solicitor	Charity	Total Revenue	\$ to Charity	% to Charity	Notes
McKnight, Joan	Athol Orange Commandery	\$3,910	\$879	22%	
	Greenfield Elks Lodge	\$4,160	\$1,040	25%	
	Kiwanis Club of Newburyport	\$4,550	\$1,110	24%	
	Knights of Columbus	\$5,200	\$1,300	25%	
	Lawrence York Rite	\$3,550	\$888	25%	
	Montgomery Blue Lodge	\$2,473	\$618	25%	
	Newburyport Knights Templar	\$4,800	\$1,025	21%	
	National Right to Life Committee	\$462,647	\$123,196	27%	
	Special Olympics International	\$58,166	\$44,854	77%	1
	Sarah Lawrence College	\$35,489	\$0	0%	
MDS Communications Corporation	United States Committee for Unicef	\$54,635	\$34,635	63%	
	American Veterans Assistance Corporation	\$39,329	\$5,665	14%	
	America's Missing Children	\$258,218	\$20,766	8%	
	Cancer Fund of America	\$863,130	\$139,977	16%	1
	Child Protection Program	\$435,952	\$74,709	17%	
	Child Protection Program Foundation	\$566,934	\$86,646	15%	
	Disabled Children's Relief Fund	\$353,278	\$33,521	9%	
	Heart Support of America	\$186,266	\$20,694	11%	
	Help Hospitalized Childrens Fund	\$360,841	\$39,941	11%	
	Int'l Cntr. for Srch & Recov. of Missing Children	\$81,276	\$0	0%	
Meyer Associates, Inc.	Operation Doctor	\$90,685	\$5,979	7%	
	Teen Suicide Prevention Program	\$76,524	\$9,230	12%	
	Teen Suicide Prevention Task Force	\$42,780	\$5,426	13%	
	US Organization for Disabled Athletes	\$299,373	\$29,835	10%	
	American Association for Lost Children	\$360	\$360	100%	
New Boston Group, Inc.					
Non-Profit Telemedia, Inc.					
Ostis, Joan					

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Solicitor	Charity	Total Revenue	\$ to Charity	% to Charity	Notes
Outreach Affiliates, Inc.	Center for Marine Conservation	\$189,566	\$28,431	15%	1
	Defenders of Wildlife	\$161,158	\$71,718	45%	1
	Environmental Defense Fund	\$111,127	\$42,932	39%	
	International Wildlife Coalition	\$47,658	\$36,711	77%	1,2
	Nature Conservancy	\$305,591	\$260,085	85%	1
	Sierra Club	\$196,980	\$195,499	99%	1
	Greenfield Lions Club	\$40,390	\$3,000	7%	
	Reading Pee Wee Football	\$16,105	\$4,000	25%	
	Chelmsford Fire Fighters IAFF	\$67,323	\$23,563	35%	
	Dracut Firefighters IAFF	\$43,852	\$14,348	33%	
Price, James	Dracut Police Relief Association	\$58,441	\$20,454	35%	
	Fitchburg Firefighters #3128	\$34,669	\$14,000	40%	
	Hopedale Permanent Fire Fighters IAFF	\$21,580	\$7,553	35%	
	Hopedale Police Local 164	\$25,900	\$9,065	35%	
	Ipswich Fire Fighters IAFF	\$25,259	\$8,841	35%	
	Lowell Fighters #853	\$55,181	\$19,313	35%	
	Plainville Permanent Fire Fighters	\$24,945	\$7,000	28%	
	Saugus Police Relief Association	\$48,664	\$15,000	31%	
	Action On Smoking	\$31,567	\$9,613	30%	
	American Farmland Trust	\$76,167	\$53,971	71%	
Public Interest Communications, Inc.	American Health Assistance Foundation	\$238,773	\$50,616	21%	
	Amnesty International	\$1,669,883	\$780,279	47%	1
	Blinded Veterans Association	\$101,879	\$21,984	22%	
	Center to Prevent Handgun Violence	\$224,129	\$186,448	83%	
	Defenders of Wildlife	\$350,597	\$168,923	48%	

Notes

1 National Campaign

2 Interim Report

Solicitor	Charity	Total Revenue	\$ to Charity	% to Charity	Notes
Public Interest Communications, Inc.	Doris Day Animal League	\$78,774	\$51,965	66%	
	Handgun Control, Inc.	\$870,640	\$370,101	43%	
	Mothers Against Drunk Driving	\$399,709	\$248,331	62%	
	National Audubon Society	\$727,713	\$370,344	51%	1
	National Trust for Historic Preservation	\$113,234	(\$3,383)	-3%	
	Nature Conservancy	\$355,474	\$75,474	21%	
	Oxfam America	\$641,129	\$494,560	77%	
	People for the American Way	\$103,000	\$86,205	84%	
	People for the Ethical Treatment of Animals	\$770,191	\$401,335	52%	
	Planned Parenthood Federation of America	\$3,100,000	\$1,778,254	57%	1
	Veterans of the Vietnam War	\$86,999	\$12,816	15%	
	Christian Appalatian Project	\$5,071	\$0	0%	
	Diabetes Trust Fund	\$3,231	\$991	31%	
	Just Say No International	\$98,439	\$22,885	23%	2
Reese Brothers, Inc.	KidsPeace	\$14,943	\$2,442	16%	2
	Mothers Against Drunk Driving	\$1,187,328	\$458,142	39%	2
	Multiple Sclerosis Association of America	\$53,606	\$10,092	19%	2
	National Caregiving Foundation	\$92,144	\$21,130	23%	2
	Concerned Women for America	\$2,014,937	\$469,279	23%	
	Guiding Eyes for the Blind	\$13,615	(\$969)	-7%	
Response Dynamics, Inc.	Americans in Action	\$95,134	\$51,428	54%	2
	Children's International Health Fund	\$560,856	\$213,609	38%	1
	Empower America	\$4,738,698	\$50,452	1%	
	Famine Relief Fund	\$279,752	\$128,031	46%	
	National Association of Chiefs of Police	\$798,497	\$356,839	45%	

Notes

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Solicitor	Charity	Total Revenue	\$ to Charity	% to Charity	Notes
Ruffalo, Cody & Associates	Alzheimers Associations	\$168,588	\$78,607	47%	
	National Wildlife Federation	\$23,189	(\$19,583)	-84%	
	Physicians for Social Responsibility	\$95,773	\$18,192	19%	
	Vietnow	\$4,182	\$1,045	25%	
Sales Max					
Shamrock Publishing Company	Int'l Narcotics Enforcement Officers Association	\$516,926	\$95,896	19%	1
	National Association of Chiefs of Police	\$752,948	\$95,021	13%	
Share Systems	Appalacian Mountain Club	\$240,274	\$157,544	66%	
Silver & Blue Promotions	Norton Police Association	\$33,656	\$11,780	35%	
Smith Company	National Wildlife Federation	\$744,523	(\$119,126)	-16%	1
Telco Communications, Inc.	Acushnet Firefighters Association	\$24,522	\$6,131	25%	
	Agawam Permanent Firefighters Association	\$34,144	\$8,536	25%	
	Agawam Police Association	\$55,829	\$16,749	30%	
	Brockton Firefighters Relief Association	\$71,196	\$21,358	30%	
	Cheshire Police Association	\$16,369	\$4,792	29%	
	Fallriver Police Relief Association	\$28,018	\$5,603	20%	
	Freetown Police Association	\$27,597	\$7,245	26%	
	Gardner Police Relief Association	\$32,016	\$8,004	25%	
	Greenfield Police Association	\$50,133	\$14,539	29%	
	Hadley Police Association	\$40,040	\$10,010	25%	
	Hanson Firefighters Association	\$24,091	\$4,818	20%	
	Holland Police Association	\$12,248	\$3,552	29%	
	New Bedford Portuguese American Police Asso	\$20,937	\$6,072	29%	
	Newburyport Police Relief Association	\$62,896	\$15,724	25%	
	Northborough Police Cadet Explorers	\$30,923	\$6,185	20%	
	Northbridge Police Association	\$33,476	\$10,043	30%	

Notes

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Solicitor	Charity	Total Revenue	\$ to Charity	% to Charity	Notes
Telco Communications, Inc.	Palmer Police Association	\$24,236	\$4,847	20%	
	Peabody Police Benevolent Association	\$86,918	\$27,814	32%	
	Plymouth Police Relief Association	\$177,433	\$50,735	29%	
	Quincy Superior Officers Association	\$53,852	\$13,463	25%	
	Rochester Police Officers Association	\$35,247	\$8,812	25%	
	Southwick Firemens Association	\$14,948	\$4,484	30%	
	Sterling Police Association	\$28,923	\$5,785	20%	
	Swansea Police Patrolmens Association	\$49,415	\$14,825	30%	
	Templeton Police Athletic League	\$26,549	\$7,434	28%	
	West Newbury Police Association	\$38,818	\$11,645	30%	
	Westfield Police Association	\$55,370	\$13,843	25%	
	Citizen Agenda, Inc.	\$116,043	\$52,051	45%	
	Industrial Cooperative Association	\$3,031	\$2,043	67%	
	National Environmental Law & Policy Center	\$370,885	\$133,976	36%	
Telefund, Inc.	Recycling Initiative Campaign, Inc.	\$48,839	\$25,731	53%	
	Women's Statewide Legislative Alliance	\$16,701	\$8,098	48%	
	Danvers Police Relief Association	\$23,000	\$8,740	38%	
	Mansfield Permanent Firefighters Association	\$36,000	\$12,600	35%	
	Pembroke Permanent Firefighters Association	\$28,000	\$8,960	32%	
	Stoneham Firefighters Association	\$35,000	\$10,500	30%	
	American Heart Disease Prevention Foundation	\$12,144	\$4,250	35%	
	Blinded Veterans Association	\$1,586	\$634	40%	
	Childhelp USA	\$315	\$95	30%	
	Children's Emergency Relief Foundation	\$4,266	\$768	18%	
Telesystems Marketing, Inc.	Children's Hospital Medical Center Foundation	\$6,030	\$964	16%	2

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1 National Campaign

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Solicitor	Charity	Total Revenue	\$ to Charity	% to Charity	Notes
Telesystems Marketing, Inc.	Children's Wish Foundation International	\$357,216	\$85,732	24%	
	National Children's Cancer Society	\$346,240	\$126,378	37%	1
Transamerica Marketing Services	Alzheimers Association	\$121,608	\$62,462	51%	
	American Kidney Fund	\$17,528	\$1,248	7%	
	MedicAlert Foundation International	\$792,166	\$315,060	40%	
	Muscular Dystrophy Association	\$52,194	(\$2,395)	-5%	
	National Wildlife Federation	\$429,524	\$176,683	41%	
Twentieth Century Promotion, Inc.	Access for Community Enhancement Services	\$326,453	\$166,224	51%	
	American Council of the Blind Baystate Chapter	\$8,938	\$1,000	11%	
	Children's Charity Fund	\$7,282	\$1,795	25%	
	Fall River Police Athletic Association	\$22,536	\$2,000	9%	
	Maplewood Baseball Babe Ruth League	\$2,020	\$303	15%	
	Veterans Association of Bristol County	\$11,313	\$1,500	13%	
Total:		\$67,447,598	\$23,521,426	34.87%	

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